GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:2394
ANSWERED ON:17.08.2006
INCREASE IN OCCUPANCY RATE .
Sugavanam Shri E.G.

Will the Minister of TOURISM be pleased to state:

(a) Whether the occupancy rate of Indian hotels particularly hotels maintained by ITDC have shown any remarkable increase during the last few years;

(b) If so, the details thereof during each of the last three years;

(c) Whether the ITDC has increased the room rates though there is marginal increase in occupancy rates;

(d) If so, the reasons therefor; and

(e) The steps taken by the Government to maintain and to further increase the occupancy rates in hotels and to reduce the room rates and also to provide better service to the tourists?

Answer

THE MINISTER OF TOURISM AND CULTURE (SMT. AMBIKA SONI)

(a) and (b): The details showing occupancy of ITDC hotels for the last three years i.e. 2003-04, 2004-05 and 2005-06 are given below:-

Sr.No.	Name of the Hotel	% age of Occupancy		
		2003-04	2004-05	2005-06
1.	The Ashok, New Delhi	48	62	68
2.	Samrat Hotel, New Delhi	74	83	81
3.	Janpath Hotel, New Delhi	49	60	54
4.	Hotel Jaipur Ashok, Jaipur	14	19	20
5.	Hotel Patliputra Ashok, Patna	30	40	35
6.	Lalitha Mahal Palace Hotel, Mysore	33	35	32
7	Hotel Jammu Ashok, Jammu	14	21	35
8.	Hotel Kalinga Ashok, Bhubaneswar	11	10	29

(c) and (d): Yes, Sir. Keeping in view the increase in operational expenditures, wage costs and market dynamics, room rates were increased by ITDC w.e.f. September, 2005 as per the annual past practice.

(e): ITDC has taken following steps to maintain and to further increase the occupancy rates in hotels and to provide better service to the tourists:-

(i) Aggressive marketing and promotional efforts to tap new markets.

(ii) Ensuring better customer services.

(iii) Adding new customer facilities/services.

(iv) Formulation of strategies to identify new client segments.

(v) Human resource development to improve service standards of the hotels.